

**ABSTRACT**

A method for promoting use of a product having an adaptation module is provided comprising the steps of: providing sample data of a person; accessing the sample data associated with the person; using the sample data to adapt the product to the person utilizing the adaptation module of the product; making the product available to the person; tracking use of the adapted product by the selected person; storing data in the person database as tracking data associated with the selected person; obtaining feedback data from the selected person regarding the selected person's satisfaction with the product; storing the feedback data in the person database in association with the selected person; incorporating the tracking data and the feedback data associated with the selected person into an advertisement; and advertising the product.